NAME OF CASE

Brussels Strategic Plan for Urban Freight

KeyWords:
Delivery center, last mile delivery, shift from road to waterway and rail, full-electric trucks, easier delivery for truck drivers

Description:
In Brussels, the main transport difficulties identified were a high level of air pollution, a high level of congestion and a lack of space for deliveries in the central area. The “Brussels Strategic Plan for Urban Freight” addresses these issues by setting out four following priorities for goods transportation. The purpose of the strategic plan for urban freight in Brussels Region is to lower congestion, emissions and other negative externalities due to urban freight transport and heavy goods vehicle traffic.

Starting Point/Objectives/Motivation:
Local authorities identified the aspects of a high level of air pollution, congestion and furthermore the lack of space for deliveries in the central area as the main difficulties in terms of transport in Brussels. Therefore, there was a goal to decrease the congestion, pollution and other negative externalities as well as an improved delivery environment. This was supposed to lead to a higher level of sustainability and efficiency in the city.

The objectives are sustainability and efficiency, mainly through:
• A reduction and an optimisation of the goods vehicle movements within and towards the city
• A modal shift from road to waterways and rail
• A shift to clean vehicle use for last mile delivery trips
• An easier life for van and truck drivers

Additionally, these priorities were accompanied with precise quantitative targets as well, namely reducing emissions of the freight sector by 20 per cent and 50 per cent by 2020 and 2030 respectively. Emissions are expected to be entirely cut by 2050. Likewise, the authorities aims at decreasing vehicle movements by 10 per cent by every deadline (2020, 2030 and 2050).

Benefits:

For the public area:
• The CO2 emission is being reduced which leads to less negative freight externalities such as congestion, accident, health impacts and climate change.

For the private sector:
• For stakeholders, the plan is financially neutral. But it does have a positive impact in terms of reduction in total mileage and total air pollution and image.

Success Factors:

Strong political support to the implementation of the plan together with rounds of consultation among the stakeholders and the action of a well-prepared team of experts.
The participation of Brussels in large international projects had also beneficial impacts.

Supported Strategic Targets:

Reducing air pollution and congestion of the city, lowering negative impacts due to urban freight transport and heavy good vehicle traffic. For private actors: making delivering goods in the city easier for van and truck drivers.
Five main axis of intervention were applied in the freight plan. The first axis is the construction and the use of physical structure for urban distribution, notably distribution centres. The second axis lies in territorial, urban and real estate planning, with the integration of the needs for centralised freight hubs at the planning stage. The third axis is made of operational measures to increase the efficiency of urban deliveries. The fourth axis focuses on the efficiency and sustainability of transport through innovative research projects while the fifth one gives an important role to the Brussels region for being a facilitator of changes in impacting behaviour and organisations of the logistics sector.

The five axis of intervention consist of 34 specific measures which include the participation in the INTERREG IVB LaMiLo project in which an Urban Consolidation Centre pilot was set, defining Delivery Servicing Plans (DSP) or assessing and redesigning freight in pedestrian areas. These measures have been defined with different time-scales until the year 2020.

To implement the whole plan, the Brussels Region has a total budget of less than 2 million Euro over a period of 3 years (2013-2016, staff cost not included). The funding comes mostly from the region and for some actions, extend funding is coming from European projects like LaMiLo.

More information:
Contact details:
Implementing actor:
Christophe de Voghel
Brussels Mobility
e-mail: cdevoghel@sprb.irisnet.be

www.bruxellesmobilité.irisnet.be/articles/la-mobilite-de-demain/plan-transpport-de-marchandises

Quick info preparation:
Gabriela Barrera
Polis: Rue du Trône 98, B-1050, Brussels, Belgium
e-mail: gbarrera@polisnetwork.eu

Transport mode or supply chain elements:
• A 1000m² warehouse (UCC) close to the city centre, logistics service providers (pay for each parcel or pallet delivered by UCC).

• The UCC operates with environmental friendly small trucks or vans